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Fruits and Juices **AVAILABILITY** *in Retail Food Stores*

..... AUGUST 1953



U.S. DEPARTMENT of AGRICULTURE

October 1953

NOTE: August 1952 and February 1953 availability data have been revised slightly from those shown in preceding reports. These revisions were made in order to assure comparability with data for August 1953 which are computed on a slightly different statistical basis.

PREFACE

This report summarizes information on availability of certain fresh citrus fruits, canned and frozen juices, and canned and frozen ades in retail food stores in the United States during August 1953 in comparison with results from earlier surveys. Also included in the report are data from a similar survey in May 1953 on availability and inventories in retail food stores of dried brunes and canned red sour cherries.

In this report availability of fresh citrus fruits in the Nation's retail food stores is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. Availability for frozen juices is expressed both as a percentage of all food stores and as a percentage of those stores equipped with freezer cabinets. Preceding reports in this series, issued by the Fruit and Vegetable Branch of the Production and Marketing Administration, presented similar information obtained from surveys during: October 1948; April, August, and November 1949; May and August 1950; February, May, and August of 1951 and 1952; and February 1953.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,800 retail stores distributed throughout the 5 regions indicated in table 1. Within each of the regions, the sample comprised approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of three cities--Chicago, New York, and Los Angeles--the sample was enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than were small ones in order to obtain better representation among the stores than would have been possible in the case of proportionate representation. Data on availability of the fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management; (2) size of the store in terms of annual dollar volume of business; (3) location by geographic region as indicated in figure 1; and (4) by size of city in which the store was located.

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FRUITS AND JUICES

AVAILABILITY IN RETAIL FOOD STORES

AUGUST 1953

SUMMARY

Availability of most frozen fruit juices was greater in retail food stores during August 1953 than in any previous survey month, partly as a result of 10 percent more of the stores having freezer cabinets. Among the products showing increased availability were frozen concentrated orange juice which was being handled in 56 percent of all food stores; frozen concentrated grape juice, in 43 percent of the stores; and frozen concentrated pineapple juice, in 23 percent of the food stores. Also, there was increased availability of both frozen concentrated lemonade and limeade—being handled in 51 and 18 percent of the stores, respectively. In this survey more of the stores handled frozen single-strength lemon juice—about one-fifth of the total stores in comparison with only one-tenth of the stores a year ago.

The availability of frozen concentrated grapefruit juice (in 22 percent of the stores) and orange-grapefruit blended juice (in 14 percent of the stores) was almost unchanged from that of August last year.

Only 4 percent of the food stores had shelf-pack concentrated orange juice compared with 41 percent in August 1952. Although consumer purchases of canned "single-strength" orangeade increased over those of a year ago, this product was stocked by only one-fifth of the stores whereas it was handled in more than one-fourth of the retail food outlets in August 1952. Availability of canned "single-strength" lemonade also declined.

Canned single-strength orange, grapefruit, and orange-grapefruit blended juices were available nationally in about the same number of food stores—94, 88, and 59 percent of the stores, respectively—as a year earlier. However, more stores stocked both the No. 2 and 46-ounce can sizes of these juices. Fewer stores had canned single-strength tangerine juice than a year ago. Somewhat more stores, however, stocked prune juice. Availability of tomato, pineapple, apple, and grape juices was generally unchanged.

Oranges were available in 76 percent of all food stores, a slight increase from a year ago. Eighty-three percent of those stores customarily handling fresh fruits and vegetables had oranges on hand, the same proportion as last year.

More stores—85 percent of those surveyed—had lemons in August this year than those handling lemons in the same month over the last 5 years. About 93 percent of the stores customarily handling fresh fruits and vegetables had lemons on hand.

Consumers could buy canned red sour cherries in about two-thirds of the Nation's retail food stores according to a survey in May 1953. Availability was greatest among stores in the smaller towns and in the North Central region. Retail store inventories, in May, totaled approximately 307,000 cases (equivalent 24 No. 2 cans), most of which were in the North Central region.

Dried prunes were found in 4 out of 5 food stores surveyed in May 1953, a slight decline from a year ago. Retail store inventories totaled 5,400 tons, slightly less than in May last year.

FROZEN AND SHELF-PACK CONCENTRATED JUICES

According to a nationwide survey, 56 percent of the retail food stores stocked frozen concentrated orange juice during August 1953--the largest proportion of stores handling this product during any survey month so far (table 6). This percentage compared with 52 percent in August last year. Of those stores equipped with freezer cabinets, 9 out of 10 had frozen orange juice on hand. This proportion was the same as a year earlier, but about 10 percent more stores were equipped with freezer cabinets this year.

The survey showed that frozen orange juice was handled in all the national and regional chain stores that had freezer cabinets. In 10 percent of the independent stores so equipped, consumers could not buy this product. Fourteen percent of the stores in the Mountain-Southwestern region and 17 percent of the stores in the South with freezer cabinets did not have frozen orange juice on hand. Distribution was greatest in the Pacific region where frozen orange juice appeared in 76 percent of all food stores, and in 93 percent of those with freezer cabinets.

There was a sharp decline--only 4 percent compared with 41 percent of the stores in August a year ago--in the proportion of stores that had shelf-pack. This constituted a further decline compared with the 9 percent of the stores that stocked this product in February of this year.

Only 22 percent of the retail food stores had frozen concentrated grapefruit juice in August 1953 (table 7). Although this percentage was nearly the same as that of a year ago, distribution of frozen grapefruit juice to retail stores did not keep pace with the growing number of stores equipped with freezer cabinets. This was particularly evident in the North Central, Southern, and Mountain-Southwestern regions. Nationally, about 40 percent of the stores with freezer equipment had frozen grapefruit juice in August last year. By August of this year, however, the total had declined to 35 percent.

Availability of frozen grapefruit juice was unchanged in national chain stores but it increased in the regional chain stores, and declined in independent stores. In two-thirds of the freezer equipped independent stores, consumers could not purchase frozen concentrated grapefruit juice. The number of food stores having this juice in Chicago and New York City also declined sharply.

Almost twice as many food stores had frozen single-strength lemon juice in August 1953 as did a year ago. One-fifth of all food stores and one-third of the stores with freezer cabinets had frozen lemon juice in August 1953 (table 8). The greatest gain in the proportion of stores handling this product was in the Northeastern region where 27 percent of all stores and 39 percent of those with frozen food boxes had it in stock. The smallest gain was in the Mountain-Southwestern region where 18 percent of all stores and 30 percent of the stores with freezer equipment stocked this product.

Only about one-third of the independent and national chain store outlets having freezer cabinets, compared with 40 percent of the regional chain stores, stocked frozen single-strength lemon juice in August 1953.

More food stores—43 percent of the total—had frozen concentrated grape juice in August 1953 than in any other survey month. Sixty-nine percent of the stores with freezer cabinets had this product on hand in comparison with 66 percent a year ago (table 7). Among the frozen juices, availability of this product was second only to that of frozen concentrated orange juice. There was an increase in availability of frozen grape juice in each of the geographic regions and in each type and size of store for which data were reported. Availability was highest in the large sales volume stores (over \$500,000 sales per year), 96 percent of which had this product on hand. Availability was lowest in the South.

Frozen concentrated pineapple juice increased in retail availability more than did any other frozen juice product. Consumers could buy frozen concentrated pineapple juice in nearly one-fourth of the food stores in August 1953 compared with only 14 percent in February—the only other month for which data were available (table 10). This product could be purchased in about 3 out of 5 of all national and regional chain store outlets, and in 1 out of 5 independent stores. About 1 in 3 of the independent stores having freezer equipment had frozen concentrated pineapple juice.

ADES AND CONCENTRATES FOR ADES

According to the latest survey reports, frozen concentrated lemonade was available in about half—51 percent—of the Nation's retail food stores during August 1953, a marked gain over the 42 percent of a year ago. The greatest improvement in retail distribution was that 87 percent of all regional chain stores stocked frozen lemonade in comparison with only 64 percent in August 1952 (table 8). There were still 8 percent of the national chain store outlets, 6 percent of the regional chain stores, and 20 percent of the independent stores which were equipped with freezer cabinets that did not have frozen concentrated lemonade on hand.

Availability of frozen concentrated lemonade increased most and was highest in the North Central region. The availability was lowest in the South where only about 1 out of 4 of all stores and 2 out of 3 of those stores equipped for frozen foods had this product. By contrast, frozen orange juice was in about 4 out of 5 of the stores with freezer cabinets in the South.

In August, shelf-pack concentrated lemonade was in 27 percent of the stores surveyed—a slight increase over August 1952. Availability increased considerably in regional chain stores but declined somewhat in national chain outlets. More stores had this product in stock in the Northeastern and North Central regions, but a sharp decline occurred in the Pacific region. In the last-named region only about one-third of the stores had shelf-pack concentrated lemonade compared with nearly one-half of the stores handling this product in August last year.

Nearly twice as many food stores had frozen concentrated limeade during August of this year than those handling it last year—18 percent compared with 10 percent. Three out of ten of the stores with freezer equipment had this product in stock (table 9). Frozen concentrated limeade could be obtained in

about two-thirds of the national chain stores having frozen food boxes and in half the regional chain outlets equipped with such cabinets. However, only about one-fourth of the independent stores with freezer boxes stocked this product.

Availability of frozen concentrated orangeade increased slightly, primarily because more national and regional chain stores, carried the product than those handling it a year ago. It was available in 12 percent of all stores and in 18 percent of the stores with freezer cabinets. Although shoppers found this product in more stores in the Northeastern and Southern regions, availability declined in all the other regions. Contrary to the decline in the North Central region, availability of the product doubled in Chicago.

Householders could buy shelf-pack concentrated orangeade in about one-third of the food stores in August 1953. This was a substantial increase over the one-fourth of the stores that carried this product during February of this year, the only other month for which data are available. Availability was much greater in both national and regional chain stores—approximately 3 out of 4 of these stores having the product—than in independent food stores (table 11). Only 3 out of 10 independent stores had shelf-pack concentrated orangeade.

Canned "single-strength" orangeade, although increasing in sales volume, 1/ appeared in only about one-fifth of the food stores surveyed in August 1953, a decrease from the one-fourth that handled this product in August last year. The number of stores stocking canned "single-strength" orangeade in the No. 2 can declined the most—8 percent compared with 14 percent a year ago. Seventeen percent of the stores carried the 46-ounce can compared with 19 percent last year (table 18).

About 6 out of 10 regional chain stores and slightly more than half of the national chain store outlets had canned "single-strength" orangeade. However, it could be found in only 1 out of 5 independent grocery stores.

Only 6 percent of the food stores had canned "single-strength" lemonade, a decline from 9 percent last year (table 18). The reduced availability was primarily among the large regional chain stores and in the Mountain-Southwestern region. Only in the North Central region was the distribution to retail stores equal to the level of August last year.

CANNED JUICES

Canned single-strength orange juice was handled in 94 percent of the retail food stores surveyed during August 1953, the same proportion as a year ago. However, more stores stocked both the No. 2 and the 46-ounce cans (table 12). All the national chain store outlets surveyed had the No. 2 size can of orange juice compared with only 83 percent of the stores a year earlier. Of the regional chain stores 96 percent had the 46-ounce can of this product in August 1953

1/ See "Consumer Purchases of Fruits and Juices August 1953". USDA, Sept. 1953, p2.

compared with 91 percent in August last year. Availability of canned orange juice was lowest in the Pacific region—12 percent of the food stores surveyed in that area did not have this juice on hand. Also, availability of the 46-ounce can of orange juice continued comparatively low in the Southern and Mountain-Southwestern regions.

About 88 percent of the food stores had canned single-strength grapefruit juice in August 1953—about the same proportion as in August last year. Most of the stores with none of this juice on hand were independent stores whose total sales were less than \$100,000 per year (table 13). Although total availability of canned grapefruit juice did not increase over that of a year earlier, more stores carried both the No. 2 and 46-ounce cans. This was limited, however, to those in the North Central, Southern, and Mountain-Southwestern regions. Availability of canned grapefruit juice declined considerably in the Pacific region, along with that of the other canned single-strength citrus juices. Fourteen percent of the stores in that region did not have canned grapefruit juice in stock in August 1953 in comparison with only 6 percent in August 1952.

Canned single-strength orange-grapefruit blended juice was stocked by 3 out of 5 food stores in August 1953, about the same as a year earlier. As in the case for the other canned citrus juices, considerably fewer stores in the Pacific region had orange-grapefruit blended juice than a year ago—68 compared with 81 percent. Distribution to retail stores improved somewhat in the Northeastern regions, but declined somewhat in the Mountain and Southwestern States (table 14). Distribution improved considerably in the South but continued to be lowest in that region.

Practically all the national chain store outlets surveyed in August 1953 had both the No. 2 and 46-ounce cans of orange-grapefruit blended juice. However, 10 percent of the regional chain stores did not have the 46-ounce can, and 22 percent did not have No. 2 cans in stock.

Canned single-strength tangerine juice appeared in only one-sixth of the Nation's food stores in August 1953 whereas it appeared in nearly one-fourth of these stores in the corresponding month last year (table 15). Retail store distribution declined in each region except in the North Central region. In spite of the fact that availability of tangerine juice was below that of a year ago, there was an increase in the number of stores that had the 46-ounce can. Twice as many national chain store outlets—36 percent of the total—had the 46-ounce can of tangerine juice as those handling it in August last year. Declines in availability of the No. 2 can of tangerine juice occurred mostly in the Northeastern and Mountain-Southwestern regions.

About 55 percent of the retail food stores had canned or bottled single-strength lemon juice in August 1953 compared with 52 percent last year (table 17). The largest gain in availability was in the national chain stores—90 percent of these stores had lemon juice compared with only 77 percent a year ago. The proportion of regional chain and independent stores having lemon juice also improved slightly. Availability improved in all regions except the Pacific, but continued to be lowest in the South and highest in the North Central region.

Consumers found bottled lemon juice in fewer stores, except regional chain outlets, than a year ago, irrespective of the type and size of store or its geographic location. Only 32 percent of all stores had bottled lemon juice in August 1953 compared with 41 percent in August last year.

Householders could buy prune juice in about 4 out of 5 stores during August 1953. In the corresponding month last year, only about 3 out of 4 stores stocked this juice (table 16). Increases in the number of stores stocking prune juice occurred in 3 regions—the Northeastern, North Central and the Southern regions. The major part of the gain was among independent retail food stores. All the national chain store outlets surveyed in August 1953 had prune juice in stock.

More of the regional chain and independent stores had quart bottles of prune juice than a year ago, but the availability of the quart bottles in the national chain stores declined. On the other hand, availability of prune juice in cans, increased in these stores. The number of food stores in the North Central region stocking prune juice in cans also increased sharply.

There were only minor changes in the availability of canned single-strength pineapple, tomato, grape, and apple juice in retail food stores in August 1953 in comparison with the corresponding month last year (table 19). Canned tomato juice was found in 93 percent of the stores surveyed, pineapple juice in 86 percent, grape juice in 77 percent, and apple juice in 52 percent of the stores.

FRESH CITRUS FRUITS

Oranges were available in 76 percent of the retail food stores surveyed in the Nation during August 1953, a slight increase over a year earlier. Eighty-three percent of the stores customarily handling fresh fruits and vegetables had oranges on hand. This was the same percentage as in August 1952. However, 10 percent of the national chain store outlets having fruits and vegetables had no oranges on hand, a considerable increase over the 3 percent reported in August last year. Availability also declined somewhat among retail food stores in the Pacific region. These declines, however, were largely offset by an increase in the availability of oranges in stores in the Northeastern region where 94 percent of the stores having fresh fruits and vegetables had oranges in comparison with only 89 percent a year ago.

Distribution of oranges was best among the regional chain stores. Ninety-eight percent of the regional chain stores surveyed had oranges for sale, and all the stores that customarily handle fresh fruits and vegetables had oranges on hand.

Eighty-two percent of the food stores in the Mountain-Southwest region stocked oranges during August 1953, the largest percentage for that region during August in the last 5 years. The growth in distribution is indicated by the fact that in August 1949, only 63 percent of these stores had oranges available for their customers. Over this period of time, availability of oranges in

retail food stores has also increased appreciably in the Northeastern, North Central, and Southern regions. Although availability during August has increased in the South, about half the stores still had no oranges on hand in August 1953. About 2 out of 5 stores in the South that customarily handle fresh fruits and vegetables had no oranges available.

Lemons were stocked by 85 percent of the stores surveyed in August 1953, the largest proportion during August in the last 5 years. Availability was greatest in the North Central region, where consumers could buy lemons in 96 percent of the retail food stores. This year was the first time that availability of lemons in the Pacific region during August was below that in another geographic region. In addition, a record number of stores in the Mountain-Southwestern region stocked lemons during August 1953.

Practically all the national and regional chain grocery stores surveyed had lemons in August. Further increases in the distribution of lemons therefore will have to occur primarily among independent grocery stores. About 7 percent of the independent stores customarily handling fresh produce did not have lemons on hand at the time they were surveyed in August 1953.

CANNED FRUIT

According to a survey in May 1953, canned red sour cherries could be purchased in 65 percent of the Nation's retail food stores. This was the first survey of canned cherries in this series; therefore, no comparative figures for other months are available. A somewhat larger proportion of the regional chain store outlets had canned red sour cherries in stock than did national chains—92 compared with 87 percent. However, in only 2 out of 3 independent grocery stores could canned cherries be obtained (table 20).

There were marked differences in the availability of canned red sour cherries compared with other products included in these surveys. Whereas most products have high availability in the Northeastern region, availability of canned cherries was lowest in that area. Low availability in the Northeast was also reflected in New York City where only 1 store in 5 stocked this product. Availability was highest in the North Central region, and more stores in the small towns had canned cherries than did the stores in the large cities.

The estimated inventory of 307,000 cases (equivalent 24 No. 2 cans) of red sour cherries in retail food stores in May 1953 was largely concentrated in independent grocery stores in small towns and in the North Central region.

DRIED FRUITS

According to the May 1953 survey, dried prunes were in 4 out of 5 food stores, a slight decline from a year ago. Increased availability of dried prunes in both national and regional chain store outlets was offset by reduced availability in independent stores (table 21). A larger proportion—92 percent—of the stores in the North Central region had dried prunes than in any other region. Availability was lowest in the South where only 2 out of 3 stores had dried prunes.

The 2-pound carton of dried prunes was most widely distributed in the Pacific region where over half the stores surveyed had this package size. In other geographic regions it was available in less than one-third of the stores and in only 1 store in 12 stores in the South.

Dried prunes packaged in transparent film bags continued to appear mostly in national chain stores. Fewer regional chain stores had this package than a year ago--28 percent compared with 35 percent last year.

In May 1953, retail store inventories of dried prunes totaled an estimated 5,400 tons, slightly less than a year earlier (table 22). Stocks in the hands of independent stores were larger than in May 1952 although fewer stores had dried prunes. In the chain stores, inventories were below those of a year ago.

Table 1.—Store sample for national retail food store audit, ^{1/} by store classification and location, August 1953

Store classification and location	Stores audited—		
	Total	: Customarily handling fresh: fruits and vegetables :	Having freezer cabinets
	Number	Number	Number
U. S. total	1,783	1,599	1,355
Volume of store business annually:			
Under \$50,000	842	711	477
\$50,000 to \$100,000	399	373	357
\$100,000 to \$500,000	417	397	397
\$500,000 and over	125	118	124
Type of store management:			
National chains	52	52	49
Regional chains ^{2/}	108	104	104
Independent groceries	1,623	1,443	1,202
Store location by city size, population:			
Under 10,000 ^{3/}	618	580	407
10,000 to 100,000	325	312	278
100,000 to 500,000	239	224	204
500,000 and over	601	483	466
Store location by region or city ^{4/} :			
Northeast	240	214	187
North Central	272	266	230
South	243	215	115
Mountain-Southwest	247	238	181
Pacific	226	214	196
New York City ^{5/}	226	139	163
Chicago ^{5/}	143	137	110
Los Angeles ^{5/}	186	176	173

- ^{1/} Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.
^{2/} Excludes voluntary chains.
^{3/} Includes rural route stores outside corporate city limits.
^{4/} Areas included in specified regions indicated in map below.
^{5/} New York City, Chicago, and Los Angeles not included in regional totals.



Table 2.—Fresh orangee availability: Percentage of retail food stores having oranges available, by store classification and location, August 1953 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	Aug. 1951	Aug. 1952	Aug. 1953	Aug. 1951	Aug. 1952	Aug. 1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	75	74	76	86	83	83
Volume of store business annually:						
Under \$50,000	64	64	67	79	74	76
\$50,000 to \$100,000	91	90	88	95	94	93
\$100,000 to \$500,000	96	96	94	98	99	96
\$500,000 and over	100	99	98	100	100	100
Type of store management:						
National chains	94	95	90	94	97	90
Regional chains 1/	94	99	98	99	100	100
Independent groceries	74	72	74	86	81	82
Store location by city size, population:						
Under 10,000 2/	70	68	69	80	75	74
10,000 to 100,000	81	80	83	94	88	90
100,000 to 500,000	86	89	91	94	94	97
500,000 and over	73	73	76	93	90	91
Store location by region or city 3/:						
Northeast	87	79	85	97	89	94
North Central	91	94	94	99	96	96
South	52	52	51	62	59	58
Mountain-Southwest	76	80	82	90	89	87
Pacific	93	92	88	98	96	92
New York City	55	49	57	92	88	86
Chicago	92	94	94	99	98	97
Los Angeles	82	87	88	96	95	94

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.—Fresh lemons availability: Percentage of retail food stores having lemons available, by store classification and location, August 1953 with comparisons

Store classification and location	All stores			Stores customarily handling fresh fruits and vegetables		
	Aug. 1951	Aug. 1952	Aug. 1953	Aug. 1951	Aug. 1952	Aug. 1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	83	83	85	96	92	93
Volume of store business annually:						
Under \$50,000	77	77	80	95	90	91
\$50,000 to \$100,000	94	91	93	98	95	98
\$100,000 to \$500,000	96	97	96	98	99	98
\$500,000 and over	100	99	98	100	100	100
Type of store management:						
National chains	100	98	99	100	100	99
Regional chains 1/	85	99	99	100	100	100
Independent groceries	82	82	84	96	92	93
Store location by city size, population:						
Under 10,000 2/	84	83	85	96	91	91
10,000 to 100,000	84	82	88	97	89	95
100,000 to 500,000	89	92	91	98	97	97
500,000 and over	75	76	80	95	97	95
Store location by region or city 3/:						
Northeast	85	79	84	95	89	93
North Central	88	92	96	95	95	98
South	81	81	80	98	92	90
Mountain-Southwest	81	84	86	96	94	91
Pacific	92	92	90	97	97	94
New York City	59	53	64	97	95	97
Chicago	88	94	94	94	97	97
Los Angeles	83	86	91	98	94	97

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.—Juices, single-strength ades, and ade bases: Percentage of retail food stores having indicated products available, August 1953 with comparisons

Juices	1951	1952	1953
	August	August	August
	Percent	Percent	Percent
Canned juices:			
Orange	94	94	94
Grapefruit	87	89	88
Orange-grapefruit blend	60	58	59
Tangerine	19	19	16
Lemon	49	52	55
Prune	71	74	79
Apple	48	51	52
Grape	1/	75	77
Pineapple	80	85	86
Tomato	92	93	93
Canned single-strength ades:			
Orangeade	1/	27	21
Lemonade	1/	9	6
Frozen concentrated juices:			
Orange	46	52	56
Grapefruit	24	23	22
Orange-grapefruit blend	19	14	14
Grape	32	38	43
Pineapple	1/	1/	23
Lemon 2/	1/	11	21
Shelf-pack concentrated juices:			
Orange	1/	41	4
Frozen concentrate for ades:			
Orangeade	1/	11	12
Lemonade	34	42	51
Limeade	1/	10	18
Shelf-pack concentrate for ades:			
Orangeade	1/	1/	33
Lemonade	27	25	27

1/ Data not available.

2/ Frozen single-strength juice.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.—Frozen and shelf-pack concentrated juices and ades: Percentage of retail food stores having specified juices and ades available, by store classification and location, August 1953

Store classification and location	Frozen concentrated juices					Frozen single-strength lemon juice
	Orange	Grapefruit	Orange-grape-fruit blend	Grape	Pineapple	
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	56	22	14	43	23	21
Volume of store business annually:						
Under \$50,000	41	13	7	29	17	15
\$50,000 to \$100,000	78	30	20	62	33	27
\$100,000 to \$500,000	90	49	36	78	52	37
\$500,000 and over	100	54	54	96	77	41
Type of store management:						
National chains	96	56	51	85	60	33
Regional chains 1/	92	53	47	86	62	37
Independent groceries	54	20	12	40	20	20
Store location by city size, population:						
Under 10,000 2/	46	14	9	33	14	15
10,000 to 100,000	64	35	24	53	33	28
100,000 to 500,000	72	33	18	58	32	32
500,000 and over	65	23	16	50	28	21
Store location by region or city 3/:						
Northeast	62	29	24	51	33	27
North Central	74	29	17	58	29	34
South	32	10	5	19	8	8
Mountain-Southwest	52	21	10	45	17	18
Pacific	76	24	11	51	33	20
New York City	59	33	29	54	29	16
Chicago	80	23	19	62	29	26
Los Angeles	86	33	16	67	38	4
	Frozen concentrate for ades			Shelf-pack concentrate for ades		Shelf-pack concentrated orange juice
	Lemonade	Orangeade	Limeade	Lemonade	Orangeade	
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	51	12	18	27	33	4
Volume of store business annually:						
Under \$50,000	36	6	10	19	24	3
\$50,000 to \$100,000	72	16	26	32	40	4
\$100,000 to \$500,000	80	23	40	48	58	4
\$500,000 and over	99	51	73	66	84	9
Type of store management:						
National chains	88	39	62	51	72	9
Regional chains 1/	87	42	43	68	76	4
Independent groceries	48	10	16	24	30	4
Store location by city size, population:						
Under 10,000 2/	38	7	12	26	33	2
10,000 to 100,000	63	18	26	28	37	5
100,000 to 500,000	68	15	29	31	36	2
500,000 and over	59	14	20	24	28	8
Store location by region or city 3/:						
Northeast	59	20	24	34	47	4
North Central	68	13	27	39	42	6
South	26	5	7	13	16	-
Mountain-Southwest	45	7	15	24	40	2
Pacific	66	7	18	34	41	-
New York City	53	19	20	20	24	17
Chicago	77	20	41	22	15	4
Los Angeles	81	2	20	26	39	-

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.—Frozen concentrated orange and orange-grapefruit blended juices: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons

Store classification and location	Frozen concentrated orange juice				Frozen concentrated orange-grapefruit blended juice			
	All stores		Stores with freezer cabinets:		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	52	56	90	90	14	14	25	23
Volume of store business annually:								
Under \$50,000	37	41	86	86	7	7	16	15
\$50,000 to \$100,000	74	78	92	92	21	20	26	23
\$100,000 to \$500,000	89	90	96	96	33	36	36	39
\$500,000 and over	96	100	96	100	59	54	59	54
Type of store management:								
National chains	91	96	96	100	51	51	54	53
Regional chains 1/	80	92	94	100	42	47	49	50
Independent groceries	50	54	90	89	12	12	22	20
Store location by city size, population:								
Under 10,000 2/	41	46	90	90	10	9	22	18
10,000 to 100,000	65	64	96	84	18	24	26	32
100,000 to 500,000	65	72	83	93	16	18	20	24
500,000 and over	59	65	90	93	20	16	31	22
Store location by region or city 3/:								
Northeast	62	62	92	88	20	24	30	34
North Central	68	74	94	94	19	17	26	21
South	25	32	80	83	4	5	11	12
Mountain-Southwest	51	52	86	86	12	10	20	17
Pacific	76	76	90	93	16	11	19	14
New York City	56	59	90	97	32	29	50	48
Chicago	71	80	98	99	20	19	28	23
Los Angeles	82	86	92	94	19	16	21	18

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.—Frozen concentrated grapefruit and grape juices: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons

Store classification and location	Frozen concentrated grapefruit juice				Frozen concentrated grape juice			
	All stores		Stores with freezer cabinets:		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	23	22	40	35	38	43	66	69
Volume of store business annually:								
Under \$50,000	13	13	29	27	25	29	59	59
\$50,000 to \$100,000	36	30	44	36	55	62	68	73
\$100,000 to \$500,000	49	49	53	52	71	78	76	83
\$500,000 and over	61	54	61	54	85	96	85	96
Type of store management:								
National chains	56	56	59	59	77	85	81	88
Regional chains 1/	47	53	55	58	73	86	85	93
Independent groceries	21	20	38	33	36	40	64	67
Store location by city size, population:								
Under 10,000 2/	17	14	36	28	28	33	62	65
10,000 to 100,000	29	35	42	46	48	53	71	70
100,000 to 500,000	31	33	39	44	46	58	59	76
500,000 and over	28	23	42	33	46	50	70	72
Store location by region or city 3/:								
Northeast	28	29	42	41	46	51	69	73
North Central	29	29	40	36	51	58	70	73
South	10	10	32	26	17	19	52	50
Mountain-Southwest	23	21	39	34	38	45	64	74
Pacific	26	24	31	29	46	51	55	63
New York City	38	33	60	54	48	54	76	89
Chicago	30	23	41	28	60	62	84	76
Los Angeles	31	33	35	36	52	67	58	73

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.--Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons

Store classification and location	Frozen concentrate for lemonade				Frozen single strength lemon juice			
	All stores		Stores with freezer cabinets:		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	42	51	73	81	11	21	19	33
Volume of store business annually:								
Under \$50,000	28	36	66	75	6	15	14	31
\$50,000 to \$100,000	62	72	77	86	19	27	23	32
\$100,000 to \$500,000	77	80	83	85	22	37	23	39
\$500,000 and over	85	89	85	99	29	41	29	41
Type of store management:								
National chains	89	88	94	92	23	33	24	35
Regional chains 1/	64	87	75	94	22	37	26	40
Independent groceries	41	48	72	80	10	20	19	32
Store location by city size, population:								
Under 10,000 2/	32	38	71	76	8	15	17	30
10,000 to 100,000	51	63	76	82	14	28	20	37
100,000 to 500,000	61	68	77	88	18	32	23	42
500,000 and over	47	59	71	84	13	21	20	30
Store location by region or city 3/:								
Northeast	52	59	77	84	12	27	18	39
North Central	55	68	75	87	18	34	25	42
South	20	26	63	66	4	8	13	21
Mountain-Southwest	42	45	70	74	15	18	25	30
Pacific	63	66	75	81	11	20	13	25
New York City	44	53	69	88	8	16	14	26
Chicago	54	77	75	94	19	26	26	32
Los Angeles	69	81	77	88	-	4	-	4

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 9.--Frozen concentrate for orangeade and limeade: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons 1/

Store classification and location	Frozen concentrate for orangeade				Frozen concentrate for limeade			
	All stores		Stores with freezer cabinets:		All stores		Stores with freezer cabinets	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	11	12	19	18	10	18	18	30
Volume of store business annually:								
Under \$50,000	8	6	18	13	6	10	13	20
\$50,000 to \$100,000	13	16	16	19	16	26	20	31
\$100,000 to \$500,000	21	23	23	24	23	40	25	43
\$500,000 and over	29	51	29	51	22	73	22	73
Type of store management:								
National chains	31	39	33	41	21	62	22	64
Regional chains 2/	20	42	24	46	13	43	15	47
Independent groceries	10	10	18	16	10	16	18	27
Store location by city size, population:								
Under 10,000 3/	9	7	20	14	9	12	19	24
10,000 to 100,000	14	16	21	24	13	26	19	35
100,000 to 500,000	10	15	13	20	10	29	13	38
500,000 and over	12	14	18	20	11	20	16	28
Store location by region or city 4/:								
Northeast	14	20	20	28	6	24	8	37
North Central	18	13	24	16	18	27	25	34
South	3	5	10	13	6	7	19	18
Mountain-Southwest	11	7	18	11	14	15	24	24
Pacific	15	7	18	8	10	18	12	22
New York City	14	19	23	32	7	20	11	32
Chicago	9	20	13	25	18	41	25	50
Los Angeles	1	2	1	2	15	20	16	21

1/ Data not available for other months than those indicated.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.—Frozen concentrated pineapple juice: Percentage of retail food stores having product available, by store classification and location, August 1953 with comparisons 1/

Store classification and location	Frozen concentrated pineapple juice					
	All stores			Stores with freezer cabinets		
	Feb. 1953	Aug. 1953		Feb. 1953	Aug. 1953	
	Percent	Percent		Percent	Percent	
U. S. total	14	23		24	36	
Volume of store business annually:						
Under \$50,000	6	12		14	24	
\$50,000 to \$100,000	24	33		31	39	
\$100,000 to \$500,000	29	52		31	55	
\$500,000 and over	54	77		54	77	
Type of store management:						
National chains	39	60		41	62	
Regional chains 2/	39	62		45	67	
Independent groceries	12	20		22	33	
Store location by city size, population:						
Under 10,000 3/	8	14		17	28	
10,000 to 100,000	17	33		26	44	
100,000 to 500,000	19	32		27	42	
500,000 and over	21	28		31	39	
Store location by region or city 4/:						
Northeast	20	33		31	46	
North Central	15	29		20	36	
South	5	8		18	20	
Mountain-Southwest	7	17		12	28	
Pacific	18	33		22	40	
New York City	25	29		28	47	
Chicago	20	29		28	35	
Los Angeles	34	38		38	41	

1/ Data not available for other months than those indicated.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.—Shelf-pack concentrated orange juice and concentrate for lemonade and orangeade: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons

Store classification and location	Shelf-pack concentrated orange juice		Shelf-pack concentrate for			
	August		Orangeade		Lemonade	
	1952	1953	Feb. 1953	Aug. 1953	1952	August 1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	41	4	24	33	25	27
Volume of store business annually:						
Under \$50,000	36	3	15	24	18	19
\$50,000 to \$100,000	44	4	32	40	29	32
\$100,000 to \$500,000	61	4	46	58	51	48
\$500,000 and over	65	9	69	84	55	66
Type of store management:						
National chains	72	9	53	72	54	51
Regional chains 2/	71	4	66	76	59	68
Independent groceries	40	4	21	30	23	24
Store location by city size, population:						
Under 10,000 3/	43	2	25	33	26	26
10,000 to 100,000	44	5	25	37	26	28
100,000 to 500,000	47	2	28	36	30	31
500,000 and over	33	8	16	28	19	24
Store location by region or city 4/:						
Northeast	52	4	31	47	27	34
North Central	51	6	34	42	34	39
South	31	-	10	16	16	13
Mountain-Southwest	42	2	24	40	25	24
Pacific	49	-	39	41	45	34
New York City	25	17	14	24	10	20
Chicago	18	4	11	15	19	22
Los Angeles	24	-	33	39	38	26

1/ Data not available for August 1952.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 12.—Canned single-strength orange juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total ^{1/}	
	August		August		August	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	77	81	73	76	94	94
Volume of store business annually:						
Under \$50,000	74	80	64	68	93	94
\$50,000 to \$100,000	81	80	88	87	96	94
\$100,000 to \$500,000	83	89	95	96	99	98
\$500,000 and over	92	88	99	96	100	100
Type of store management:						
National chains	83	100	95	96	100	100
Regional chains ^{2/}	85	88	91	96	98	99
Independent groceries	77	81	72	75	94	94
Store location by city size, population:						
Under 10,000 ^{3/}	75	80	70	74	96	95
10,000 to 100,000	74	87	76	78	91	96
100,000 to 500,000	86	73	84	82	95	92
500,000 and over	83	83	74	76	93	93
Store location by region or city ^{4/}						
Northeast	76	82	79	80	93	97
North Central	66	76	87	92	98	97
South	84	85	60	66	96	95
Mountain-Southwest	80	83	69	65	95	93
Pacific	77	73	83	74	91	88
New York City	76	76	62	63	82	77
Chicago	72	80	72	80	88	97
Los Angeles	91	92	85	91	95	98

^{1/} Includes other can sizes.^{2/} Excludes voluntary chains.^{3/} Includes rural route stores outside corporate city limits.^{4/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 13.—Canned single-strength grapefruit juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total ^{1/}	
	August		August		August	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	70	72	66	68	89	88
Volume of store business annually:						
Under \$50,000	65	68	54	57	85	84
\$50,000 to \$100,000	77	74	83	84	95	92
\$100,000 to \$500,000	82	85	94	95	100	98
\$500,000 and over	89	92	100	99	100	99
Type of store management:						
National chains	98	99	93	96	100	100
Regional chains ^{2/}	85	89	95	98	98	99
Independent groceries	69	70	64	66	88	87
Store location by city size, population:						
Under 10,000 ^{3/}	64	68	60	62	88	86
10,000 to 100,000	69	73	68	74	87	89
100,000 to 500,000	85	76	82	78	96	90
500,000 and over	77	76	71	72	89	90
Store location by region or city ^{4/}						
Northeast	75	73	70	70	88	90
North Central	62	65	80	84	95	93
South	68	72	48	52	86	83
Mountain-Southwest	75	80	69	68	90	92
Pacific	77	68	88	76	94	86
New York City	66	73	63	66	80	75
Chicago	70	73	73	72	86	89
Los Angeles	92	89	88	89	96	97

^{1/} Includes other can sizes.^{2/} Excludes voluntary chains.^{3/} Includes rural route stores outside corporate city limits.^{4/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 14.--Canned single-strength orange-grapefruit blended juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total 1/	
	August		August		August	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	42	43	45	48	58	59
Volume of store business annually:						
Under \$50,000	30	33	30	36	45	48
\$50,000 to \$100,000	62	55	69	60	80	74
\$100,000 to \$500,000	65	67	78	81	88	86
\$500,000 and over	87	86	93	92	95	96
Type of store management:						
National chains	97	98	90	98	100	100
Regional chains 2/	74	78	88	90	92	95
Independent groceries	40	40	42	45	56	57
Store location by city size, population:						
Under 10,000 3/	32	34	40	41	50	52
10,000 to 100,000	46	51	47	56	60	69
100,000 to 500,000	55	52	53	58	71	71
500,000 and over	56	53	52	49	69	62
Store location by region or city 4/						
Northeast	60	61	57	62	74	77
North Central	40	44	64	68	75	76
South	20	21	17	22	27	32
Mountain-Southwest	37	38	36	33	51	47
Pacific	65	51	69	59	81	68
New York City	61	64	50	53	74	66
Chicago	61	64	57	58	74	76
Los Angeles	73	70	70	60	82	76

1/ Includes other can sizes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 15.--Canned single-strength tangerine juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	No. 2 can		46-ounce can		Total 1/	
	August		February - /		August	
	1952	1953	1953	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	14	12	6	7	19	16
Volume of store business annually:						
Under \$50,000	9	7	2	2	11	9
\$50,000 to \$100,000	16	14	8	9	23	20
\$100,000 to \$500,000	29	25	16	21	43	39
\$500,000 and over	48	39	26	43	61	57
Type of store management:						
National chains	35	33	18	36	50	47
Regional chains 3/	45	39	34	40	58	60
Independent groceries	12	10	4	5	16	14
Store location by city size, population:						
Under 10,000 4/	10	10	6	6	16	14
10,000 to 100,000	18	16	7	8	21	20
100,000 to 500,000	18	9	8	17	23	17
500,000 and over	17	13	3	7	22	18
Store location by region or city 5/						
Northeast	21	16	8	9	25	20
North Central	13	14	13	15	25	25
South	7	7	1	3	10	8
Mountain-Southwest	12	9	6	7	16	13
Pacific	17	16	1	2	21	17
New York City	22	15	1	-	25	17
Chicago	12	6	2	3	14	9
Los Angeles	15	15	1	-	19	15

1/ Includes other can sizes.

2/ Data not available for August 1952.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 16.—Prune juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	Quart glass		Other 1/		Total	
	August		August		August	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	67	73	26	26	74	79
Volume of store business annually:						
Under \$50,000	57	64	18	18	64	70
\$50,000 to \$100,000	84	88	32	27	91	91
\$100,000 to \$500,000	91	92	48	55	95	97
\$500,000 and over	94	92	64	78	97	97
Type of store management:						
National chains	100	91	66	80	100	100
Regional chains 2/	90	95	69	69	94	97
Independent groceries	66	72	23	23	72	77
Store location by city size, population:						
Under 10,000 3/	59	68	18	17	65	74
10,000 to 100,000	70	76	26	24	76	81
100,000 to 500,000	80	76	30	42	85	84
500,000 and over	78	81	42	38	85	85
Store location by region or city 4/:						
Northeast	79	89	22	22	84	91
North Central	75	78	21	30	82	86
South	48	59	18	11	53	62
Mountain-Southwest	67	65	42	38	80	79
Pacific	80	71	46	45	87	79
New York City	72	75	34	39	77	77
Chicago	78	80	55	47	84	87
Los Angeles	86	85	78	80	94	97

1/ Includes tin containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 17.—Canned single-strength lemon juice: Percentage of retail food stores having specified container sizes available, by store classification and location, August 1953 with comparisons

Store classification and location	5 1/2 ounce can		Other 1/		Total	
	August		August		August	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	33	35	41	32	52	55
Volume of store business annually:						
Under \$50,000	23	24	31	26	39	43
\$50,000 to \$100,000	46	54	56	35	71	72
\$100,000 to \$500,000	58	55	63	55	83	84
\$500,000 and over	62	78	70	75	88	96
Type of store management:						
National chains	54	88	68	60	77	90
Regional chains 2/	66	57	55	73	89	93
Independent groceries	31	33	40	30	50	53
Store location by city size, population:						
Under 10,000 3/	28	30	32	28	43	47
10,000 to 100,000	40	44	45	34	57	64
100,000 to 500,000	37	42	44	32	56	59
500,000 and over	35	36	58	41	65	63
Store location by region or city 4/:						
Northeast	42	44	48	40	61	66
North Central	38	44	60	51	71	76
South	14	17	21	16	27	30
Mountain-Southwest	38	36	28	18	45	46
Pacific	62	49	47	23	64	60
New York City	34	40	40	39	56	62
Chicago	19	24	75	56	77	65
Los Angeles	80	73	61	32	83	83

1/ Includes glass containers.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 18.--Canned single-strength lemonade and orangeade: Percentage of retail food stores having canned lemonade, and specified container sizes of canned orangeade, by store classification and location, August 1953 with comparisons

Store classification and location	Single-strength lemonade		46-ounce can		Single-strength orangeade		Total	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	9	6	19	17	14	8	27	21
Volume of store business annually:								
Under \$50,000	5	4	12	10	12	6	19	14
\$50,000 to \$100,000	10	9	22	20	15	8	31	25
\$100,000 to \$500,000	23	10	45	38	22	13	50	43
\$500,000 and over	23	8	68	55	33	23	71	61
Type of store management:								
National chains	14	11	60	48	27	10	65	54
Regional chains ^{1/}	24	10	61	53	45	26	72	60
Independent groceries	8	6	17	14	13	7	24	19
Store location by city size, population:								
Under 10,000 ^{2/}	7	7	19	17	14	6	26	20
10,000 to 100,000	9	6	19	18	14	9	26	23
100,000 to 500,000	13	8	27	20	16	9	32	25
500,000 and over	10	5	16	14	15	9	26	20
Store location by region or city ^{3/} :								
Northeast	10	7	11	15	16	8	22	20
North Central	10	10	27	21	16	7	33	24
South	7	5	20	15	16	10	27	21
Mountain-Southwest	12	5	24	19	12	4	30	21
Pacific	9	4	29	25	11	6	34	28
New York City	3	3	3	6	8	9	9	13
Chicago	6	1	21	6	13	6	28	9
Los Angeles	5	1	21	14	6	3	23	16

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 19.--Canned single-strength pineapple, tomato, apple, and grape juices: Percentage of retail food stores having products available, by store classification and location, August 1953 with comparisons

Store classification and location	Pineapple		Tomato		Apple		Grape	
	August		August		August		August	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	85	86	93	93	54	52	75	77
Volume of store business annually:								
Under \$50,000	80	81	91	92	43	41	66	69
\$50,000 to \$100,000	92	92	95	94	67	63	89	90
\$100,000 to \$500,000	97	98	99	98	86	82	96	98
\$500,000 and over	97	100	96	100	93	94	96	97
Type of store management:								
National chains	98	100	96	95	91	86	100	98
Regional chains ^{1/}	98	99	97	99	92	91	97	98
Independent groceries	84	85	93	93	52	49	74	76
Store location by city size, population:								
Under 10,000 ^{2/}	82	83	95	95	45	43	70	75
10,000 to 100,000	87	87	93	91	58	52	76	80
100,000 to 500,000	87	88	94	93	68	66	84	82
500,000 and over	88	90	90	91	67	63	82	77
Store location by region or city ^{3/} :								
Northeast	89	91	92	95	62	54	81	83
North Central	90	94	95	95	54	53	82	83
South	77	76	94	92	36	38	63	68
Mountain-Southwest	90	88	94	96	65	57	77	82
Pacific	92	86	94	89	82	70	81	74
New York City	78	77	81	77	68	64	68	70
Chicago	88	88	88	91	67	68	82	81
Los Angeles	95	94	96	97	85	85	90	89

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 20.—Canned red sour cherries: Percentage of retail food stores having product available, and inventories in retail food stores, by store classification and location, May 1953

Store classification and location	Inventory 1000 cases 1/	Percentage of stores having canned cherries Percent
U. S. total	307	65
Volume of store business annually:		
Under \$50,000	97	54
\$50,000 to \$100,000	52	78
\$100,000 to \$500,000	110	90
\$500,000 and over	38	92
Type of store management:		
National chains	14	87
Regional chains 2/	37	92
Independent groceries	256	64
Store location by city size, population:		
Under 10,000 3/	168	67
10,000 to 100,000	83	69
100,000 to 500,000	33	70
500,000 and over	23	46
Store location by region or city 4/		
Northeast	34	48
North Central	138	93
South	65	56
Mountain-Southwest	42	73
Pacific	16	74
New York City	2	20
Chicago	4	61
Los Angeles	6	77

1/ Equivalent cases of 24 No. 2 cans.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 21.—Dried prunes: Percentage of retail food stores having specified package sizes available by store classification and location, May 1953 with comparisons

Store classification and location	1 or 2 lb. : carton 1/	1 lb. : carton	2 lb. : carton	Transparent film bag	Total 2/
	May	May	May	May	May
	1952	1953	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent
U. S. total	76	71	21	9	82
Volume of store business annually:					
Under \$50,000	68	64	10	3	74
\$50,000 to \$100,000	89	83	25	9	94
\$100,000 to \$500,000	89	89	59	26	96
\$500,000 and over	99	92	82	51	100
Type of store management:					
National chains	94	100	82	49	95
Regional chains 3/	93	95	85	35	95
Independent groceries	75	70	16	6	81
Store location by city size, population:					
Under 10,000 4/	75	68	21	8	81
10,000 to 100,000	77	71	22	9	83
100,000 to 500,000	76	82	21	10	81
500,000 and over	78	76	20	10	82
Store location by region or city 5/:					
Northeast	79	76	21	3	83
North Central	89	84	28	7	93
South	66	61	8	4	71
Mountain-Southwest	69	66	28	24	82
Pacific	81	59	56	26	91
New York City	67	62	28	14	70
Chicago	92	85	6	7	94
Los Angeles	83	87	48	46	89

1/ Data for 1 lb. and 2 lb. cartons not available separately for May 1952.

2/ Includes bulk prunes and other sizes and types of packages.

3/ Excludes voluntary chains.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 22.—Dried prune inventories by specified package sizes in retail food stores, by store classification and location, May 1953

Store classification and location	1 lb. or 2 lb.	1 lb.	2 lb.	Transparent		Total ^{2/}	
	carton ^{1/}	carton	carton	film bag			
	May	May	May	May		May	
	1952	1953	1953	1952	1953	1952	1953
	Tons	Tons	Tons	Tons	Tons	Tons	Tons
U. S. total	4692	2673	1964	547	458	5591	5399
Volume of store business annually:							
Under \$50,000	1427	1099	305	65	86	1577	1580
\$50,000 to \$100,000	945	517	298	44	42	1114	939
\$100,000 to \$500,000	1528	702	869	259	171	1895	1841
\$500,000 and over	792	355	492	179	159	1005	1039
Type of store management:							
National chains	629	154	252	179	144	824	551
Regional chains ^{3/}	848	307	425	115	69	1013	844
Independent groceries	3215	2212	1287	253	245	3754	4004
Store location by city size, population:							
Under 10,000 ^{4/}	1968	1221	789	234	161	2316	2245
10,000 to 100,000	1309	630	516	106	174	1510	1388
100,000 to 500,000	594	328	247	154	73	789	683
500,000 and over	821	494	412	53	50	976	1083
Store location by region or city ^{5/} :							
Northeast	1275	643	490	49	58	1411	1258
North Central	1179	662	544	156	124	1386	1383
South	832	715	163	67	46	953	945
Mountain-Southwest	366	226	211	157	124	565	599
Pacific	382	128	239	69	63	495	452
New York City	338	134	177	27	22	428	426
Chicago	130	84	24	4	3	139	114
Los Angeles	190	81	116	18	18	214	222

^{1/} Data for 1 lb. and 2 lb. cartons not available separately for May 1952.^{2/} Includes bulk prunes and other sizes and types of packages.^{3/} Excludes voluntary chains.^{4/} Includes rural route stores outside corporate city limits.^{5/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

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